

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

**Ansel, Duane Allen et al.**

Confirmation No. 8726

Application No. 10/775,757

Filed: February 9, 2004

For: **SPONSORSHIP EXCHANGE AND  
AUCTION**

Group Art Unit: 4127

Examiner: Granderson, Abraham J.

Attorney Docket No. 53313/1:2

Date: August 18, 2008

RESPONSE TO RESTRICTION REQUIREMENT

TO THE COMMISSIONER FOR PATENTS:

This is a response to the restriction requirement mailed July 16, 2008. Applicant elects, with traverse, the claims identified by the Examiner as Group I (i.e., claims 1 and 3-30).

Applicant respectfully submits that claim 1 is generic. The auction recited in non-elected claim 2 is one method for carrying out a sponsorship exchange. The last step of claim 1 ("making the request and associated sponsorship offer available to one or more potential providers") could be done in the context of an auction.

Favorable action is courteously requested.

Respectfully submitted,

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